

The 44th India International Trade Fair (IITF) 2025

The **44th India International Trade Fair (IITF)**, one of South Asia's largest trade and business exhibitions, was successfully held in November 2025. Organized by the **India Trade Promotion Organisation (ITPO)** under the Ministry of Commerce and Industry, the fair served as a major platform for domestic and international trade, showcasing the diversity, innovation, and economic aspirations of a rising India.

Key Details and Theme

Detail	Information
Edition	44th
Dates	November 14 - 27, 2025 (14 Days)
Venue	Bharat Mandapam, Pragati Maidan, New Delhi
Theme	" Ek Bharat - Shreshtha Bharat " (One India - Great India)
Organizer	India Trade Promotion Organisation (ITPO)

The theme, "**Ek Bharat - Shreshtha Bharat**," highlighted the nation's unity in diversity, economic growth, and the vision for a developed and self-reliant future (*Aatmanirbhar Bharat*).

Participation: Global and Domestic Reach

The 44th IITF saw extensive participation from various stakeholders, affirming its position as a globally significant event.

- **States and Union Territories:** Nearly **30** states and union territories showcased their unique products, crafts, and flagship development programs.
- **Ministries and PSUs:** Over **60** Central Ministries, Public Sector Undertakings (PSUs), and Commodity Boards participated, spreading awareness about government policies and programs, particularly in areas like Defence, Digital India, and MSME support.
- **International Participants:** Twelve countries, including the **United Arab Emirates, China, Iran, South Korea, and Egypt**, participated, facilitating international trade and business-to-business (B2B) linkages.
- **Exhibitors:** Over **3,500** exhibitors from India and abroad displayed a wide range of products, from traditional handicrafts and textiles to cutting-edge technology and electronics.

Focus and Partner States

- **Focus State:** Jharkhand
- **Partner States:** Uttar Pradesh, Rajasthan, Maharashtra, and Bihar

Trade and Public Days

The fair was strategically divided to serve both the business community and the general public:

Category	Dates	Purpose
Business Days	November 14 - 18, 2025 (First 5 Days)	Exclusive for business visitors, buyers, and trade delegations (B2B).
Public Days	November 19 - 27, 2025	Open to the general public (B2C), featuring shopping, cultural events, and regional cuisine.

IITF Awards for Excellence in Display

The event concluded with an award presentation ceremony recognizing excellence in thematic presentation and display across various categories.

Category	Gold Winner
Partner State	Rajasthan
Focus State	Jharkhand
States & UTs	Odisha
Ministries/Departments	Ministry of Defence (MoD)
Foreign Pavilions	Thai Small, Micro Enterprises (SMEs) Exporters Association (Thailand)

The fair not only promoted commerce but also served as a dynamic platform for cultural exchange, where visitors experienced regional art, diverse cuisines, and performances from across the country.